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This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

1-31. (Cancelled)

32. (New) A computer readable medium having financial advisor software stored thereon that when executed on a computing device displays an interface comprising:

an application menu;

a market data function menu; and

a display window,

wherein the application menu comprises:

a client information application selection that enables a user of the financial advisor software to search for and display client account and client transaction information in the display window in real time,

a broker entry application selection that enables the user of the financial advisor software to participate in client transactions in real time by entering or correcting client transaction orders,

wherein the market data function menu comprises:

a market data function selection that displays market data in the display window in real time,

wherein the application menu further comprises a research application selection that enables the user of the financial advisor software to research investments,

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wherein the application menu further comprises a financial planning application selection that enables the user of the financial advisor software to make recommendations regarding asset allocations and specific investment alternatives.

33. (New) The computer readable medium of claim 32, further comprising a management application that enables the use of the financial advisor software to report problems in execution of client transactions.

34. (New) The computer readable medium of claim 32, wherein the client information application comprises a client inquiry feature selection that enables the user of the financial advisor computing device to search for and display in the display window information that includes client account balances, client account statements, client transaction confirmations, and client tax statements.

35. (New) A network based financial services system comprising:
 computing devices having financial advisor software stored thereon that when executed displays an interface operable on the computing devices;

one or more servers connected directly or indirectly to the computing devices via the Internet having access to a plurality of applications and a plurality of market data functions,

wherein the interface comprises:

an application menu;

a market data function menu; and

a display window, and

wherein the application menu comprises:

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a client information application selection that enables a user of the financial advisor software to search for and display client account information and client transaction information stored in at least one database in the display window in real time,

a broker entry application selection that enables the user of the financial advisor software to participate in client transactions in real time by entering or correcting client transaction orders,

wherein the market data function menu comprises:

a market data function selection that displays market data in the display window in real time,

wherein the application menu further comprises a research application selection that enables the user of the financial advisor software to research investments

and a financial planning application selection that enables the user of the financial advisor software to make recommendations regarding asset allocations and specific investment alternatives.

36. (New) The system of claim 37, further comprising a management application that enables the use of the financial advisor software to report problems in execution of client transactions.

37. (New) The system of claim 37, wherein the client information application comprises a client inquiry feature selection that enables the user of the financial advisor computing device to search for and display in the display window information that includes client account balances, client account statements, client transaction confirmations, and client 1099 statements.

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38. (New) The system of claim 37, wherein an authentication system is connected to at least one of the one or more servers, the authentication system comprising:

a controller;

a shell initialization module;

a browser interface launch module;

a password module;

and a move/add/change function;

one or more databases storing the level of entitlement of the user to the client account and the client transaction information.